"SAYONARA"--"BATTLE CRY"

MAT 420 — 4 col. x 6 inches (336 lines)

POWERFUL RE-ISSUE PROGRAM PAIRS "SAYONARA" AND "BATTLE CRY"

"Sayonara," filmization of James Michener's best-selling novel which is one of the most poignant love stories of all time, and "Battle Cry," screen adaptation of Leon Uris' powerful novel dealing with the loves and longings of a group of young Marines during World War II, open on the same program ..... at the ..... Theatre. Both are Warner Bros. re-releases.

"Sayonara," produced in Technirama and Technicolor by William Goetz and directed by Joshua Logan, stars Marlon Brando as an American jet ace who falls in love with the star performer of a famed Japanese theatrical troupe, played by Miiko Taka. It also stars Red Buttons, Patricia Owens, Ricardo Montalban, Miyoshi Umeki and James Garner. Red Buttons and Miyoshi Umeki both won Academy Awards for their performances in "Sayonara," as best supporting actor and best supporting actress, respectively.

Kyoto, ancient capitol of Japan, was the principal location site, and here was found the awesome Japanese scenery used as the film's backdrop—the huge temples, the mammoth Buddhas, the famed Geisha training schools, the theatre of Kabuki, the Bunraku Puppet Theatre and the fabulously beautiful Imperial Gardens.

"Battle Cry," filmed in CinemaScope and WarnerColor, stars Van Heflin, Aldo Ray, Mona Freeman, Nancy Olson, James Whitmore, Raymond Massey, Tab Hunter, Dorothy Malone and Anne Francis. The best-selling novel and the screen adaptation were written by Leon Uris, who preserved in the screenplay all the passion of the book as well as the memorable moments of history in which the Marines helped pave the road to victory in the war.

Uris' novel and screenplay are based on personal experiences. The author was a Marine private who participated in action at Guadalcanal, Tarawa and Saipan. Following the novel closely, the emotions and passions of war-time love depicted in the motion picture are ranked among the most torrid love scenes in cinema history.

"Battle Cry" was directed by Raoul Walsh and was filmed on location at Camp Pendleton, California, and Vieques Island, Puerto Rico.

MAT 221 — 2 col. x 2½ inches (70 lines)

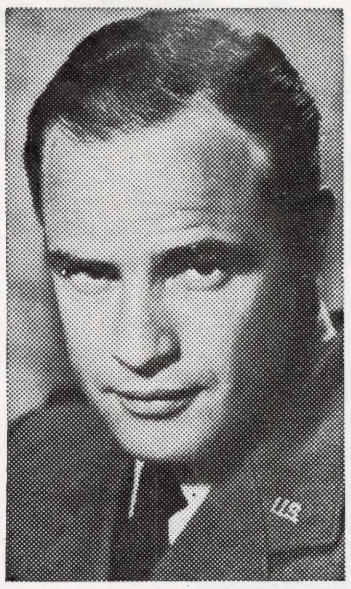
MARLON BRANDO AND MIIKO TAKA, stars of Warner Bros.' filmization of James Michener's best-seller, "Sayonara," Technirama-Technicolor presentation arriving ..... at the ..... Theatre. Red Buttons and Miyoshi Umeki won Academy Awards in supporting roles in the film, which also stars Patricia Owens and Ricardo Montalban. Joshua Logan directed and William Getz produced.

Still 421-704 ***Mat 2D***

COPYRIGHT 1960 BY WARNER BROS. PICTURES

PRINTED IN U.S.A.

"SAYONARA" STARS BRANDO AS AMERICAN FLIER IN JAPAN



MARLON BRANDO
Still 421-682 *Mat 1B*

"Sayonara," starring Marlon Brando in the motion picture presentation of one of the most poignant love stories of our time, opens today at the ..... Theatre.

Producer William Goetz and director Joshua Logan spent two years preparing and filming "Sayonara," which is being re-released by Warner Bros. Based on the best-selling novel by Pulitzer Prize-winning author James A. Michener, it was filmed in Technirama and Technicolor mainly on location in Japan, the setting of the story.

Brando portrays an American Air Force ace with whom the star performer of a famed Japanese theatrical troupe falls in love. His leading lady is Miiko Taka, young Japanese actress who makes her initial screen appearance in the picture which also co-stars Patricia Owens, Red Buttons, Ricardo Montalban, Martha Scott, Miyoshi Umeki and James Garner.

Red Buttons and Miyoshi Umeki both won Academy Awards for their performances in "Sayonara," as best supporting actor and best supporting actress, respectively. Kyoto, ancient capitol of Japan, was the principal location site, and here was found the awesome Japanese scenery used as a backdrop, including the beautiful Imperial Gardens, never before filmed.

Paul Osborn wrote the screenplay for "Sayonara," and Franz Waxman provided the score. Words and music for "Sayonara," the title song, are by Irving Berlin.

TAB HUNTER
Still 809-625 *Mat 1C*

BIG ALL STAR CAST APPEARS IN WARNER BROS. "BATTLE CRY"

Warner Bros.' production of "Battle Cry," in WarnerColor and CinemaScope, opens today at the ..... Theatre.

Based on Leon Uris' best-selling novel, "Battle Cry," a re-release, follows closely Uris' book dealing with the loves and longings of a group of young Marines during World War II. It stars Van Heflin, Aldo Ray, Mona Freeman, Nancy Olson, James Whitmore, Raymond Massey, Tab Hunter, Dorothy Malone and Anne Francis.

The film version of the sensational novel was prepared for motion picture presentation by the author himself, Leon Uris. All the passion of the book is said to be preserved in the film as well as the memorable moments of history in which the Marines helped pave the road to victory in the war. Uris' novel and screenplay are based on personal experiences. As a Marine private, he saw duty at Guadalcanal, Tarawa and Saipan.

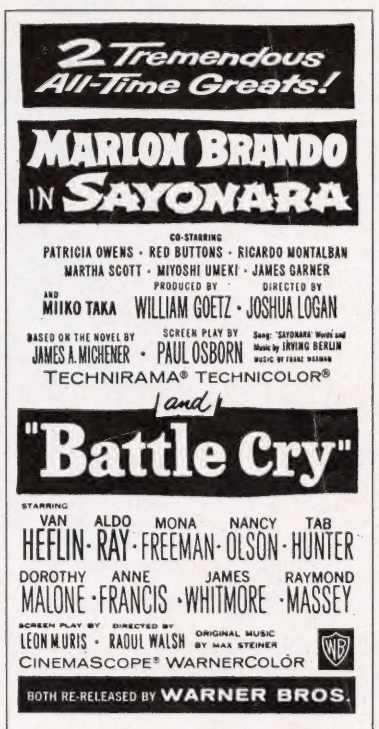
Members of the cast also had military records. Van Heflin, the Major Huxley of the story, was an Air Force Lieutenant in the European Theatre of war. Aldo Ray and James Whitmore actually participated in the Saipan invasion depicted in "Battle Cry," as a member of a Navy underwater demolition team and a machine-gun officer, respectively.

"Battle Cry" was directed by Raoul Walsh and was filmed on location at Camp Pendleton, California, and Vieques Island, Puerto Rico.

MAT 220 — 2 col. x 8½ inches (240 lines)

ORDER ALL CAMPAIGN MATERIAL FROM NATIONAL SCREEN SERVICE

One of the personal romances depicted in "BATTLE CRY" is enacted by TAB HUNTER as Danny and DOROTHY MALONE as Elaine in a scene from the MinemaScope, Warner-Color film opening ..... at the ..... Theatre. Raoul Walsh directed "BATTLE CRY," from a screenplay by Leon Uris.
Still 809-22 *Mat2D*



MAT 120
1 col. x 3⅝ inches (50 lines)

POSTERS and ACCESSORIES AT NATIONAL SCREEN

40 x 60 Y — One Sheet

3 Sheet

22 x 28

Insert Card

Eight 11 x 14's in Color

and

Window Card

All material in this pressbook has been approved under the MPAA Advertising Code, a self-regulatory procedure of the Motion Picture Association of America.

Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.

http://wcftr.commarts.wisc.edu

MEDIA
HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org